

In the Claims:

This listing of claims will replace all prior version and listings of claims in the application:

1. (Canceled)
2. (Previously Presented) The method of claim 6, further comprising, in response to the determination that the user does not qualify to receive the media content, offering a media subscription level to the user that includes the requested media content.
3. (Previously Presented) The method of claim 6, wherein sending the media content includes sending the media content via the Internet.
4. (Previously Presented) The method of claim 6, wherein, in response to the determination that the user does qualify to receive the media content, initiating playback of the media content by the media player.
5. (Previously Presented) The method of claim 6, wherein allowing the user to access the feature of the media player includes modifying the media player.
6. (Currently Amended) A method for delivering media content, the method comprising:

maintaining a record comprising information about a user and a media subscription level obtained by the user;

receiving from the user a request for media content;

determining whether ~~or not~~ the user qualifies to receive the media content;

in response to the determination that the user does qualify to receive the media content, sending the media content to a device of the user that includes a media player to play the media content;

determining whether ~~or not~~ the user qualifies to access a feature of the media player that enhances the playback of the media content by operating on the media content only within the device of the user; and

in response to the determination that the user does qualify to access the feature, allowing the user to access the feature of the media player.

7. (Previously Presented) The method of claim 6, wherein the requested media content is included in a group of media content available under the user's media subscription level.

8. (Currently Amended) The method of claim 6, further comprising:

receiving from the user a request to change the availability of media content under the user's media subscription level;

determining whether ~~or not~~ the user's media subscription level covers the requested change in availability; and

in response to the determination that the subscription level does cover the change in availability, changing the availability of the media content under the user's media subscription level.

9. (Canceled)

10. (Previously Presented) The computer system of claim 14, wherein, in response to the determination that the user does not qualify to receive the media content, the control module is further configured to offer a media

subscription level to the user that includes the requested media content.

11. (Previously Presented) The computer system of claim 14, wherein the control module is further configured to send the media content via the Internet.
12. (Previously Presented) The computer system of claim 14, wherein the control module is configured to modify the media player to allow the user to access the feature of the media player.
13. (Previously Presented) The computer system of claim 14, wherein the control module, in response to the determination that the user does qualify to receive the media content, initiates playback of the media content by the media player.
14. (Currently Amended) A computer system for delivering media content, the computer system comprising:

a database module configured to store a record comprising information about a user and a media subscription level obtained by the user;

a communication module configured to receive from a user a request for media content; and

a control module configured to:

determine whether ~~or not~~ the user qualifies to receive the requested media content according to the media subscription level, and, in response to the determination that the user does qualify to receive the media content, send the media content to a device of the user that includes a media player to play the media content, and

determine whether ~~or not~~ the user qualifies to access a feature of the media player that enhances the playback of the media content by operating on the media content only within the device of the user, and in response to the determination that the user does qualify to access the feature, allow the user to access the feature of the media player.

15. (Previously Presented) The computer system of claim 14, wherein the requested media content is included in a group of media content available under the user's media subscription level.

16. (Currently Amended) The computer system of claim 14, wherein:

The communication module is further configured to receive from the user a request to change the availability of media content under the user's media subscription level, and

the control module is further configured to:

determine whether ~~or not~~ the user's media subscription level covers the requested change in availability, and

in response to the determination that the subscription level does cover the change in availability, change the availability of the media content under the user's media subscription level.

17. (Canceled)
18. (Previously Presented) The medium of claim 22, wherein, in response to the determination that the user does not qualify to receive the media content, the program further causes the computer to offer a media subscription level to the user that includes the requested media content.

19. (Previously Presented) The medium of claim 22, wherein, the program further causes the computer to send the media selection via the Internet.
20. (Canceled)
21. (Previously Presented) The medium of claim 22, wherein, the program causes the computer to modify the media player to allow the user to access the feature of the media player.
22. (Currently Amended) A computer-readable storage medium storing a program that, when executed by a computer, causes the computer to:
- store a record comprising information about a user and a media subscription level obtained by the user;
 - determine whether ~~or not~~ the user qualifies to receive pre-existing media content that the user has requested from the computer;
 - in response to the determination that the user does qualify to receive the pre-existing media content, send the media content to a device of the user that includes a media player to play the media content;
 - determine whether ~~or not~~ the user qualifies to access a feature of the media player that enhances the playback of the pre-existing media content; and
 - in response to the determination that the user does qualify to access the feature, allow the user to access the feature of the media player.
23. (Canceled)
24. (Currently Amended) The medium of claim 22, wherein the program further causes the computer to:

determine whether ~~or not~~ a user's media subscription level covers a user's requested change in media content available under the user's media subscription level, and

in response to the determination that the subscription level does cover the change in availability, change the availability of the media content under the user's media subscription level.

25. (Currently Amended) A computer system for receiving media content, the computer system comprising:

a control module configured to:

request pre-existing media content from a provider;

receive the pre-existing media content from the provider, provided that the reception of the content is included in a media subscription level obtained from the provider; and

receive access to a feature of a media player that enhances the playback of the pre-existing media content, provided that access to the feature is included in the media subscription level.

26. (Canceled)
27. (Previously Presented) The computer system of claim 25, wherein the control module is configured to receive the media content via the Internet.
28. (Previously Presented) The computer system of claim 25, wherein the control module is configured to sign in to a server of the provider to request the media content from the provider.
29. (Previously Presented) The computer system of claim 25, wherein the feature

includes a graphic equalizer.

30. (Previously Presented) The computer system of claim 25, wherein the feature includes a screen selection mode that permits a user to vary a screen size for a multimedia presentation.

31. (Previously Presented) The computer system of claim 25, wherein the feature does one of the following: reduces the number of advertisements included in the media content or omits the advertisements.

32. (Currently Amended) The computer system of claim 25, wherein the control module is configured to:

sign in to a server of the provider to request the media content from the provider, and

disable access to the feature while not signed in to the provider's server.

33. (Previously Presented) The computer system of claim 25, wherein the control module is configured to receive access to the feature each time the media content is received.

34. (Canceled)

35. (Currently Amended) A method for receiving media content, the method comprising:

requesting pre-existing media content from a provider;

receiving the pre-existing media content from the provider, provided that the reception of the content is included in a media subscription level obtained from the provider; and

receiving access to a feature of a media player that enhances the playback of the pre-existing media content, provided that access to the feature is included in the media subscription level.

36. (Canceled)
37. (Previously Presented) The method of claim 35, wherein receiving the media content includes receiving the content via the Internet.
38. (Previously Presented) The method of claim 35, wherein requesting the media content from the provider includes signing in to a server of the provider.
39. (Previously Presented) The method of claim 35, wherein access to the feature is included in the media subscription level as long as the subscription level includes media content from the provider.
40. (Previously Presented) The method of claim 35, wherein the feature comprises a graphic equalizer.
41. (Previously Presented) The method of claim 35, wherein the feature comprises a screen selection mode that permits a user to vary a screen size for a multimedia presentation.
42. (Previously Presented) The method of claim 35, wherein the feature does one of the following: reduces the number of advertisements included in the media content or omits the advertisements.
43. (Previously Presented) The method of claim 35,
wherein requesting the media content from the provider includes signing in to a server of the provider, and

further comprising losing access to the feature while not signed in to the provider's server.

44. (Previously Presented) The method of claim 35, wherein access to the feature is received each time the media content is received.
45. (Previously Presented) The method of claim 35, wherein receiving access to the feature includes modifying the media player.
46. (Currently Amended) A computer readable storage medium storing a program that, when executed by a computer causes the computer to:

receive media content requested from a provider, provided that the reception of the content is included in a media subscription level obtained from the provider; and

~~receiving, receive~~ access to a feature of a media player that enhances the playback of the media content by operating on the media content only within the computer, provided that the access to the feature is included in the media subscription level.
47. (Canceled)
48. (Previously Presented) The medium of claim 46, wherein the program causes the computer to receive the media content via the Internet.
49. (Canceled)
50. (Previously Presented) The medium of claim 46, wherein the feature includes a graphic equalizer.
51. (Previously Presented) The medium of claim 46, wherein the feature includes a screen selection mode that permits a user to vary a screen size for a

multimedia presentation.

52. (Previously Presented) The medium of claim 46, wherein the feature does one of the following: reduces the number of advertisements included in the media content or omits the advertisements.
53. – 58. (Canceled)
59. (Previously Presented) The method of claim 6, further comprising receiving a periodic payment to keep the user qualified to receive media content covered by the media subscription level.
60. – 62. (Canceled)
63. (Previously Presented) The system of claim 14, wherein the request from the user includes selecting a hyperlink that corresponds to the media content.
64. (Previously Presented) The method of claim 6, wherein, in response to the determination that the user does not qualify to receive the media content, sending the user an opportunity to purchase a media subscription level that would qualify the user to receive the requested media content.
65. (Previously Presented) The method of claim 6, wherein the request from the user includes selecting a hyperlink that corresponds to the media content.
66. (Previously Presented) The medium of claim 22, wherein, in response to the determination that the user does not qualify to receive the media content, the program further causes the computer to send the user an opportunity to obtain a media subscription level that would qualify the user to receive the requested media content.
67. (Previously Presented) The method of claim 22, wherein, in response to the

determination that the user does qualify to receive the media content, the program further causes the computer to initiate playback of the media content by the media player.

68. (Currently Amended) A method of allocating subscription fees for media content, the method comprising:

receiving from a user a subscription fee to allow the user to access media content from a plurality of media content providers; and

providing a media content provider included in the plurality of content providers a portion of the subscription fee; wherein the portion is determined by the number of times the user accesses the media content from the media content provider.

69. (Previously Presented) The method of claim 81, wherein the portion of the subscription fee from the second user is higher than the portion of the subscription fee from the other user.
70. (Previously Presented) The method of claim 68, wherein access to the media content is provided via the Internet.
71. (Previously Presented) The method of claim 68, wherein the media content is transmitted in a packet format.
72. (Previously Presented) The method of claim 68, wherein the portion of the subscription fee is provided to the media content provider electronically.
73. (Canceled)
74. (Previously Presented) The method of claim 68, wherein the media content comprises audio and video content.

75. (Previously Presented) The method of claim 68, wherein the media content is streamed over the internet.
76. (Previously Presented) The method of claim 6, wherein the feature includes a graphic equalizer.
77. (Previously Presented) The method of claim 6, wherein the feature includes a screen selection mode that permits a user to vary a screen size for a multimedia presentation.
78. (Previously Presented) The method of claim 6, wherein the feature includes doing one of the following: reducing the number of advertisements included in the media content or omitting the advertisements.
79. (Currently Amended) The method of claim 6, wherein determining whether ~~or not~~ the user qualifies to access the feature includes determining whether ~~or not~~ the user's media subscription level has expired.
80. (Currently Amended) The method of claim 6, wherein determining whether ~~or not~~ the user qualifies to receive the media content includes determining whether ~~or not~~ the user's media subscription level has expired.
81. (Previously Presented) The method of claim 68 further comprising:
- receiving from a second user a subscription fee to allow the second user to access media content from the media content provider; and
- providing the media content provider a portion of the subscription fee from the second user.
82. (Currently Amended) A method for allocating subscription fees for media content, the method comprising:

receiving from a user a subscription fee to allow the user to access media content from a plurality of media content providers; and

providing a media content provider included in the plurality of content providers a portion of the subscription fee; wherein the portion is determined by the number of users who have included the media content provider in their subscription plan.

83. (Previously Presented) The method of claim 82, wherein the media content comprises audio and video content.

84. (Previously Presented) The method of claim 82, wherein the media content is streamed over the internet.

85. (Previously Presented) The method of claim 82, further comprising:

receiving from a second user a subscription fee to allow the second user to access media content from the media content provider; and

providing the media content provider a portion of the subscription fee from the second user.

86. (Currently Amended) A method for allocating subscription fees for media content, the method comprising:

receiving from a user a subscription fee to allow the user to access media content from a plurality of media content providers; and

providing a media content provider included in the plurality of content providers a portion of the subscription fee; wherein the portion is determined by the type of media content provided by the media content provider.

87. (Previously Presented) The method of claim 86, wherein the portion of the subscription fee provided to a media content provider for a weather report is less than the portion provided to a media content provider for a television show.
88. (Previously Presented) The method of claim 86, wherein the media content comprises audio and video content.
89. (Previously Presented) The method of claim 86, wherein the media content is streamed over the internet.
90. (Previously Presented) The method of claim 86, further comprising:
- receiving from a second user a subscription fee to allow the second user to access media content from the media content provider; and
- providing the media content provider a portion of the subscription fee from the second user.